



WCPO

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## ORDER

Print Date 10/23/12

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Flight Dates 10/23/12-10/29/12

Contract / Revision 315410 /

Original Date / Revision  
10/20/12 10/22/12

Advertiser Obama / Democrat / Preside

Agency GMMB Inc

Buying Contact

1010 Wisconsin Avenue - Suite #80  
Washington, DC 20007

Product

Candidate. OFA 30s ADD 10.23-10.

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue - Suite #80  
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 2174

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-8

Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive Order% Start Date End Date

Daniel Baylog 100%

Order Share % Market Value

Competing Station % of Order Amount

CABLE	%
UNKWN	100%
WBQC	%
WCET	%
WCVN	%
WKON	%
WKRC	%
WLWT	%
WPTO	%
WSTR	%
WXIX	%

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	75	\$38,573.00	\$45,380.00	0.00	10/01/12	10/28/12	75	\$38,573.00	\$45,380.00
November 2012	16	\$11,509.00	\$13,540.00	0.00	10/29/12	10/29/12	16	\$11,509.00	\$13,540.00
Totals	91	\$50,082.00	\$58,920.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WCPO	10/23/12	10/29/12	M-F 430am News M-F 430am News	CM	430-5a	MTWTF--	:30	4	\$30.00	P-8	0.00	NM	4	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWTF--			4		\$30.00		0.00				
N 2	WCPO	10/23/12	10/29/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	MTWTF--	:30	4	\$70.00	P-8	0.00	NM	4	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWTF--			4		\$70.00		0.00				
N 3	WCPO	10/23/12	10/29/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	4	\$400.00	P-3	0.00	NM	4	\$1,600.00



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Contract / Revision 315410 Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/20/12/ 10/22/12

Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product Candidate. OFA 30s ADD 1 Estimate # 2174

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WCPO	10/23/12	10/29/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	4	\$400.00	P-3	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					4	\$400.00		0.00			
N 4	WCPO	10/23/12	10/29/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	8	\$400.00	P-3	0.00	NM	8	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					8	\$400.00		0.00			
N 5	WCPO	10/23/12	10/29/12	SA 5-6am SA 5-6am	CM	5-6a	-----S-	:30	1	\$50.00	P-8	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----S-					1	\$50.00		0.00			
N 6	WCPO	10/23/12	10/29/12	SA GMA 7-8a SA GMA 7-8a	CM	7-8a	-----S-	:30	1	\$175.00	P-8	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----S-					1	\$175.00		0.00			
N 7	WCPO	10/23/12	10/29/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----S-					1	\$375.00		0.00			
N 8	WCPO	10/23/12	10/29/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----S					1	\$375.00		0.00			
N 9	WCPO	10/23/12	10/29/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$190.00	P-8	0.00	NM	1	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----S					1	\$190.00		0.00			
N 10	WCPO	10/23/12	10/29/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	MTWTF--	:30	4	\$300.00	P-3	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					4	\$300.00		0.00			
N 11	WCPO	10/23/12	10/29/12	M-F 10-11a Right This Morning M-F 10-11a	CM	10-11a	MTWTF--	:30	4	\$100.00	P-8	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					4	\$100.00		0.00			
N 12	WCPO	10/23/12	10/29/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	4	\$450.00	P-3	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					4	\$450.00		0.00			
N 13	WCPO	10/23/12	10/29/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF--	:30	4	\$150.00	P-8	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					4	\$150.00		0.00			
N 14	WCPO	10/23/12	10/29/12	M-F 1-2p M-F 1-2p	CM	1258-2p	MTWTF--	:30	4	\$600.00	P-3	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					4	\$600.00		0.00			
N 15	WCPO	10/23/12	10/29/12	M-F 3-4p 3-4pm Katie	CM	3-4p	MTWTF--	:30	4	\$200.00	P-8	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product Candidate. OFA 30s ADD 1 Estimate # 2174

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	WCPO	10/23/12	10/29/12	M-F 3-4p 3-4pm Katie	CM	3-4p	MTWTF--	:30	4	\$200.00	P-8	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					4	\$200.00		0.00			
N 16	WCPO	10/23/12	10/29/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	MTWTF--	:30	4	\$280.00	P-8	0.00	NM	4	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					4	\$280.00		0.00			
N 17	WCPO	10/23/12	10/29/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	MTWTF--	:30	4	\$275.00	P-8	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					4	\$275.00		0.00			
N 18	WCPO	10/23/12	10/29/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	MTWTF--	:30	4	\$300.00	P-8	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					4	\$300.00		0.00			
N 19	WCPO	10/23/12	10/29/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTWTF--	:30	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					4	\$1,000.00		0.00			
N 20	WCPO	10/23/12	10/29/12	SU 6-7p News SU 6-7p News	CM	558-7p	-----S	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----S					1	\$600.00		0.00			
N 21	WCPO	10/23/12	10/29/12	M-F 7-730p 7-730p The List	CM	M-F 7-730pm	MTWTF--	:30	1	\$400.00	P-8	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					1	\$400.00		0.00			
N 22	WCPO	10/23/12	10/29/12	M-F 730-8p 730-8p Let's Ask America	CM	M-F 730-8p	MTWTF--	:30	1	\$465.00	P-8	0.00	NM	1	\$465.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					1	\$465.00		0.00			
N 23	WCPO	10/23/12	10/29/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF-S	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF-S					2	\$900.00		0.00			
N 24	WCPO	10/23/12	10/29/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	MTWTF--	:30	4	\$500.00	P-3	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					4	\$500.00		0.00			
N 25	WCPO	10/23/12	10/29/12	M-F 1202-107a Jimmy Ki M-F 1202-107a Jimmy Ki	CM	1202-107a	MTWTF--	:30	2	\$50.00	P-8	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					2	\$50.00		0.00			
N 26	WCPO	10/23/12	10/29/12	M8-10p Dancing M8-10p Dancing	CM	8-10p	M-----	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	M-----					1	\$4,500.00		0.00			
N 27	WCPO	10/23/12	10/29/12	Monday Prime C Monday Prime C	CM	10-11p	M-----	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	M-----					1	\$4,500.00		0.00			



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Advertiser Obama / Democrat / Presid Product Candidate. OFA 30s ADD 1 Estimate # 2174

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N27	WCPO	10/23/12	10/29/12	Monday Prime C Monday Prime C	CM	10-11p	M-----	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/23/12	10/29/12	M-----		1			\$4,500.00		0.00				
N28	WCPO	10/23/12	10/29/12	Tuesday Prime A Tuesday Prime A	CM	8-9p	-T-----	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/23/12	10/29/12	-T-----		1			\$4,500.00		0.00				
N29	WCPO	10/23/12	10/29/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/23/12	10/29/12	-T-----		1			\$4,000.00		0.00				
N30	WCPO	10/23/12	10/29/12	Wednesday Prime C Wednesday Prime C	CM	10-11p	--W----	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/23/12	10/29/12	--W----		1			\$5,000.00		0.00				
N31	WCPO	10/23/12	10/29/12	Thursday Prime C Thursday Prime C	CM	10-11p	---T---	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/23/12	10/29/12	---T---		1			\$3,000.00		0.00				
N32	WCPO	10/23/12	10/29/12	Sunday Prime B Sunday Prime B	CM	8-9p	-----S	:30	1	\$4,500.00	P-8	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/23/12	10/29/12	-----S		1			\$4,500.00		0.00				
N33	WCPO	10/23/12	10/29/12	ABC College Football Pri ABC College Football Pri	CM	758-1130p	-----S-	:30	2	\$1,000.00	P-8	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/23/12	10/29/12	-----S-		2			\$1,000.00		0.00				
N34	WCPO	10/23/12	10/29/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/23/12	10/29/12	-----S		1			\$375.00		0.00				
N35	WCPO	10/23/12	10/29/12	SU 6-7am SU 6-7am	CM	6-7a	-----S	:30	1	\$75.00	P-8	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/23/12	10/29/12	-----S		1			\$75.00		0.00				
N36	WCPO	10/23/12	10/29/12	SA 5-6am SA 5-6am	CM	5-6a	-----S-	:30	2	\$50.00	P-8	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/23/12	10/29/12	-----S-		2			\$50.00		0.00				
N37	WCPO	10/23/12	10/29/12	M-F 106-206a Frasier M-F 106-206a Frasier	CM	106-206a	MTWTF--	:30	2	\$10.00	P-8	0.00	NM	2	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/23/12	10/29/12	MTWTF--		2			\$10.00		0.00				
Totals														91	\$58,920.00